

2025



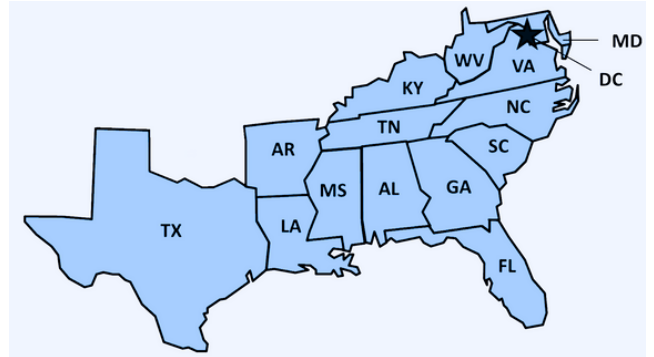
**SOUTHERN
GERONTOLOGICAL
SOCIETY**

Bridging Aging Research & Practice

SPONSORSHIP OPPORTUNITIES

ABOUT US

The Southern Gerontological Society (SGS), is a network of the South's most respected gerontology professionals, representing 14 southern states and the District of Columbia. The mission of SGS is to improve the quality of life for older adults through education, research and practice.



For over forty years, SGS has proactively engaged in strategic and collaborative projects and partnerships to enhance the strengths and opportunities, as well as face the challenges of aging in the South. We engage members who reflect a diverse audience of researchers, students, older adults and practitioners.

www.southerngerontologicalsociety.org
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**SOUTHERN
GERONTOLOGICAL
SOCIETY**

Bridging Aging Research & Practice

PROGRAMS

Our largest event is the Annual Meeting & Conference which focuses on advances in gerontological research and applied practice, bringing together those engaged in the field of aging to attend and/or present their latest research, programs, interventions, and workshops.

Throughout the year, we partner with experts in the aging network to provide educational webinars on a variety of topics.

Our Fall Advocacy in Aging Virtual Forum helps introduce our attendees to an important aging issue with a focus on how we can advocate for change from the individual level through the federal level.

SGS members have access to our Southern Gerontologist newsletter which highlights SGS member research and updates.

We are always looking for new opportunities to partner on new initiatives to help advance our mission.

AUDIENCE

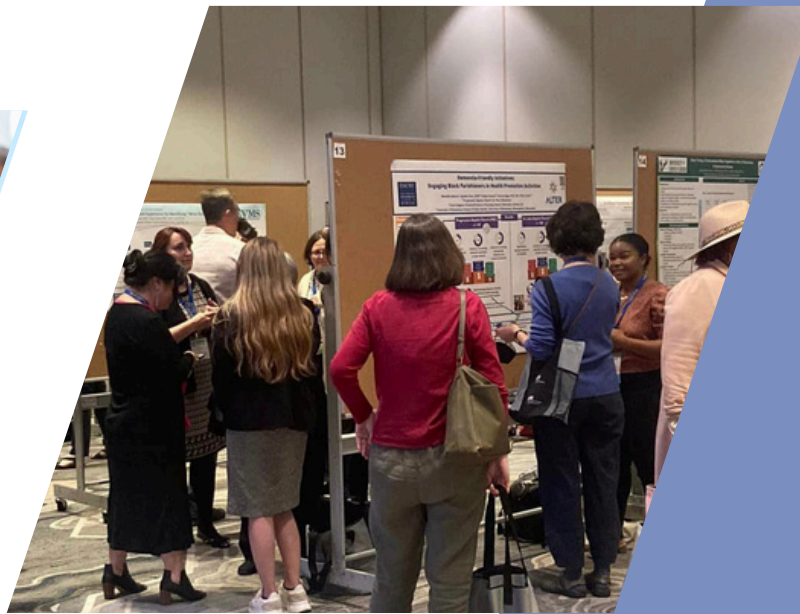
Our events reach a wide variety of stakeholders representing:

- Educators
- Aging network personnel
- Researchers
- Health professionals/clinicians
- Policy makers
- Students
- Community members
- Older adults and their care partners

SPONSORSHIP BENEFITS

- Spotlight your organization's resources, products, events, and services.
- Participate in valuable networking opportunities that allow you to have one-on-one conversations with potential consumers.
- Support the SGS mission of improving the quality of life for older adults through education, research, and practice.
- Reach a cross-sector of stakeholders in the aging network.
- Engage with stakeholders across different platforms both in-person and virtually.

We are happy to work with you to design your own sponsorship package that best meets your budget and goals. Benefits confer January 1, 2025 through December 31, 2025.





Building Bridges:

Collaborations and Communities in Aging



JOIN US IN BIRMINGHAM! - "THE DINNER TABLE OF THE SOUTH"

- Upbeat, thriving music scene
- Ground zero for the Civil Rights Movement
- World-class golf courses and sporting venues



2025 CONFERENCE DOMAINS:

- Age-related Health and Wellness
- Diversity Topics in Aging Communities
- Caregiving, Care Support, and Care Partnerships
- Gerontological Education and Professional Development
- Advocacy for or by Older Adults

CONFERENCE ATTENDEES INCLUDE:

- Educators
- Aging network personnel
- Researchers
- Health professionals/clinicians
- Policy makers
- Students
- Other professionals in the aging field
- Community members
- Older adults / Care partners

<https://southerngerontologicalsociety.org/meeting.html>

DIAMOND LEVEL: \$10,000+

- Premier exhibit booth location at the Annual Meeting & Conference
- 10 included registrations for the Annual Meeting & Conference
- 1 year corporate or organizational membership to the Southern Gerontology Society
- Logo in most prominent position for all SGS events during the year
- Prominent logo and description on SGS website
- Opportunity to record a sponsor video that will be spotlighted at the Annual Meeting & Conference, on all social media outlets, and on our website
- Logo on Annual Meeting & Conference badge (available to first Diamond sponsor)
- Full page ad in conference program (inside covers in full color available to first two Diamond sponsors)
- Choice of conference track and event (while available) as sponsored conference activity with highlighted recognition
- Access to attendee list (of those attendees who have chosen to share their information) to allow for targeted outreach and further relationship building
- Logo and description in our Fall Advocacy in Aging Virtual Forum Program and spotlight during sponsor breaks
- Two social media spotlights each month
- A spotlight article in our *Southern Gerontologist* member newsletter which will also be shared on our homepage and to our full SGS email network
- Opportunity to have a co-hosted webinar and a mention during all SGS webinars
- \$1,000 of your sponsorship will help support our annual SGS grant program which aims to finance projects and initiatives that support the mission of SGS

ELITE LEVEL: \$7,500

- Premier exhibit booth location at the Annual Meeting & Conference
- 8 included registrations for the Annual Meeting & Conference
- 1 year corporate or organizational membership to the Southern Gerontology Society
- Logo in prominent position for all SGS events during the year
- Prominent logo and description on SGS website
- Opportunity to record a sponsor video that will be spotlighted at the Annual Meeting & Conference, on all social media outlets, and on our website.
- Full page ad in conference program
- Choice of conference track or event (while available) as sponsored conference activity with highlighted recognition
- Access to attendee list (of those attendees who have chosen to share their information) to allow for targeted outreach and further relationship building
- Logo and description in our Fall Advocacy in Aging Virtual Forum Program and spotlight during sponsor breaks
- One social media spotlight each month
- A spotlight article in our *Southern Gerontologist* member newsletter
- Mention during all SGS webinars
- \$750 of your sponsorship will help support our annual SGS grant program which aims to finance projects and initiatives that support the mission of SGS



PLATINUM LEVEL: \$5,000

- Premier exhibit booth location at the Annual Meeting & Conference
- 5 included registrations for the Annual Meeting & Conference
- 1 year corporate or organizational membership to the Southern Gerontology Society
- Mention during all major events at the Annual Meeting & Conference
- Logo at all SGS events during the year
- Logo and description on SGS website
- Full page ad in conference program
- Logo and description in our Fall Advocacy in Aging Virtual Forum Program and spotlight during sponsor breaks
- 6 social media spotlights
- Mention during all SGS webinars
- \$500 of your sponsorship will help support our annual SGS grant program which aims to finance projects and initiatives that support the mission of SGS

GOLD LEVEL: \$3,000

- Exhibit booth at the Annual Meeting & Conference
- 3 included registrations for the Annual Meeting & Conference
- Logo on conference signage and printed materials
- Logo and description on SGS website
- Full page ad in conference program
- 4 social media spotlights
- \$300 of your sponsorship will help support our annual SGS grant program which aims to finance projects and initiatives that support the mission of SGS

SILVER LEVEL: \$2,000

- Exhibit booth at the Annual Meeting & Conference
- 2 included registrations for the Annual Meeting & Conference
- Logo on conference signage and printed materials
- Logo and description on SGS website
- ½ page ad in conference program
- 2 social media spotlights
- \$200 of your sponsorship will help support our annual SGS grant program which aims to finance projects and initiatives that support the mission of SGS

BRONZE LEVEL: \$1,000

- Exhibit booth at the Annual Meeting & Conference
- 1 included registration for the Annual Meeting & Conference
- Logo on conference signage and printed materials
- Logo on SGS website
- ¼ page ad in conference program
- 1 social media spotlight
- \$100 of your sponsorship will help support our annual SGS grant program which aims to finance projects and initiatives that support the mission of SGS



SPONSOR LEVEL COMPARISONS BENEFITS

DIAMOND

ELITE

PLATINUM

GOLD

SILVER

BRONZE

	DIAMOND	ELITE	PLATINUM	GOLD	SILVER	BRONZE
Conference Registrations	10	8	5	3	2	1
Social Media Spotlights	24	12	6	4	2	1
Conference Program Ad	Back Cover/ Inside Covers	Full Page	Full Page	Full Page	1/2 page	1/4 page
Support for SGS Grants	\$1,000	\$750	\$500	\$300	\$200	\$100
Exhibit Booth	Premier	Premier	Premier	X	X	X
Logo at SGS Conference	Prominent	Prominent	X	X	X	X
Logo on Website	X	X	X	X	X	X
1 year SGS Membership	X	X	X			
Logo at all SGS Events	X	X	X			
Advocacy in Aging Virtual Forum Spotlight	X	X	X			
Spotlight during SGS webinars	X	X	X			
Sponsor Video	X	X				
Attendee List	X	X				
Sponsored Track or Event	X	X				
Spotlight article	X	X				
Logo on Conference Badge	First Sponsor					
Co-Hosted Webinar	X					

ADDITIONAL SPONSORSHIP OPPORTUNITIES

CONFERENCE BAG SPONSOR: \$2,500

As the conference bag sponsor, you have the exclusive privilege to have your logo alongside the SGS logo on our conference bags. Includes 2 registrations for the Annual Meeting & Conference. Only one opportunity available!

MEDIA SPONSOR: \$1,000

Get your message out to the SGS network! This sponsorship includes a full page ad in our Annual Meeting & Conference Program, 2 social media spotlights, and a spotlight article which will be featured in our *Southern Gerontologist* member newsletter, on our homepage, and distributed to our SGS email network.

ADVOCACY IN AGING VIRTUAL FORUM SPONSOR: \$1,000

The Advocacy in Aging Virtual Forum is held each fall over two afternoons and focuses on an important trending concern facing older adults. Presenters describe challenges facing older adults, innovative solutions from the local to the national level, and steps attendees can take to advocate for older adults moving forward. The Advocacy in Aging Virtual Forum Sponsor will receive the opportunity to be engaged in the planning of the forum and be provided the ability to address attendees on both days of the forum. Additionally, your logo and description will be included in the forum program and a spotlight will be provided during our sponsor break. Only one opportunity available!

INNOVATIVE PROJECTS SUPPORTER

Support our annual SGS grant program which aims to finance projects and initiatives that support the mission of SGS. Donors who give \$250+ will be recognized in the Annual Meeting & Conference Program and on the SGS website.



“The future of our society is tied to needed innovations in bridging research to practice in aging. My previous donations support that mission.

- Dr. Jennifer Craft Morgan, SGS Past-President

“I give because I was taught and believe in the philosophy that – ‘To whom much is given, much is required’ – not that I am wealthy in material possessions, rather, sharing with others is honorable!”

- Dr. Althea Taylor Jones, SGS Past-President



Please contact Amanda James at admin@southerngerontologicalsociety.org to secure your sponsorship level.

Be sure to visit our website for the latest information on the Annual Meeting & Conference, the Advocacy in Aging Virtual Forum, other events.

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